

IN THE CLAIMS:

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17. (Currently Amended) A ~~traffic~~ control system for enabling communication exchanges between plural groups including at least one potential buyer at a buyer terminal including a personal computer and at least one vendor ~~site~~ with video access to data relating to a service or merchandise, the ~~traffic~~ control system for use with a communication system accessible to the public to enable communication exchanges between buyer terminals and vendors ~~sites~~ at widely distributed remote locations, related to the possibility of consummating a transaction, the ~~traffic~~ control system comprising:

an interface ~~including an on-line computer service~~ for facilitating communications through the communication system involving buyer terminals and vendors ~~sites~~ and for receiving data from a prospective buyer at ~~an active~~ a buyer terminal including identification data and ~~type of merchandise and/or service~~ data relating to an area of interest;

memory storage to receive and store ~~vendor~~ data including data relating to ~~types of merchandise and/or services relating to~~ areas of interest provided by one or more vendors; and

a processor to control, manage and interconnect remote buyer terminals and vendors ~~sites that are unknown to the buyer~~, and to utilize the data provided by ~~an active~~ a prospective buyer to selectively determine an appropriate vendor ~~site~~ and provide select video data provided by the vendor for display ~~by at an active~~ the buyer terminal in accordance with ~~types of merchandise and/or services relating to~~ the areas of interest as communicated via the communication system from ~~an active~~ the buyer terminal pursuant

to a possible transaction for a buyer as identified by said identification data.

18. (Currently Amended) A ~~traffic~~ control system according the claim 17 wherein the areas of interest relate to said merchandise/service classes, which are represented by codes.

19. (Currently Amended) A ~~traffic~~ control system according to claim 18 wherein said codes are represented by numerical representations.

20. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said interface includes ~~dial-up~~ a capability to ~~dial-up~~ communicate with a vendor ~~site~~ through said communication system controlled by said processor in accordance with ~~said~~ merchandise classes designated by the vendor.

21. (Currently Amended) A ~~traffic~~ control system according to claim 20 wherein said merchandise classes are represented by numerical representations.

22. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said at least one vendor ~~site~~ further stores text data relating to merchandise and/or services and wherein said text data is selectively supplied to ~~an active~~ a buyer terminal for display.

23. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said identification data includes a check digit.

24. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said identification data comprises a buyer electronic mail address.

25. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said identification data is stored by said processor for billing purposes related to a transaction.

26. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said

video data includes dynamic video representations.

27. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said video data provided to said ~~active~~ buyer terminal may be controlled by said ~~active~~ buyer terminal.

28. (Currently Amended) A ~~traffic~~ control system according to claim 17 wherein said data from a prospective buyer includes an indication of the maximum amount that a buyer is willing to pay in a transaction.

29. (Canceled)

30. (Currently Amended) A ~~traffic~~ control system according to claim 17 further including an operator terminal.

31. (Currently Amended) A ~~traffic~~ control system according to claim 30 further including a printer.

32. (Currently Amended) A process of ~~traffic~~ control involving a plurality of prospective buyer terminals with video display capability and a plurality of vendors sites associated with merchandise or services, and further involving a communication system accessible to members of the public ~~via an online computer service~~, the process of ~~traffic~~ control for the possible consummation of transactions, and comprising the steps of:

storing video and text data relating to merchandise and/or services for vendors sites and ~~types of~~ merchandise and/or services relating to areas of interest;

receiving buyer data including data relating to an area of interest along with identification data from an active prospective buyer terminal, wherein said buyer identification data comprises a pre-registered buyer identification number or identification data ~~electronic mail address~~;

utilizing the buyer data to determine an appropriate vendor ~~site that is unknown to~~

~~the buyer~~ with related video data and selectively providing and communicating via the communication system the video and text data relating to merchandise or services from stored video and text data for display at ~~an active a~~ buyer terminal responsive to ~~buyer~~ types of merchandise and/or service data received from the ~~active~~ prospective buyer terminal;

receiving and storing ~~billing~~ data relating to communication of a transaction between a vendor terminal and ~~an active a~~ buyer terminal; and
enabling control of said video data at said buyer terminals.

33. (Currently Amended) A process of ~~traffic~~ control according to claim 32 further including a step of representing ~~said~~ merchandise and/or service classifications relating to an area of interest by codes.

34. (Currently Amended) A process of ~~traffic~~ control according to claim 33 wherein the codes comprise numerical representations.

35. (Currently Amended) A process according to claim 34 wherein said step of selectively providing and communicating video data includes ~~dialing up~~ communicating with a vendor ~~site~~ through the communication system in accordance with said classes of merchandise and/or service.

36. (Previously Presented) A process according to claim 35 wherein said classes of merchandise and/or service comprise numerical representations.

37. (Canceled)

38. (Previously Presented) A process according to claim 32 wherein said identification data includes a check digit.

39. (Canceled)

40. (Previously Presented) A process according to claim 32 including a further step of storing said buyer identification data for billing purposes related to a transaction.

41. (Previously Presented) A process according to claim 32 wherein said video data comprise dynamic video representations.

42. (Canceled)

43. (Previously Presented) A process according to claim 32 wherein said buyer data further includes the maximum amount that buyer is willing to pay in a transaction.

44. (Canceled)

45. (Previously Presented) A process according to claim 32 further including a step of coupling a buyer terminal to a live operator terminal.

46. (Previously Presented) A process according to claim 32 further including a step of printing data relating to a transaction.